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## Preface



It is our pleasure to edit this special issue of *Procedia - Social and Behavioral Sciences* putting together the accepted papers that were presented at the *Global Conference on Business and Social Science* held on 15<sup>th</sup> and 16<sup>th</sup> of December 2014 in Kuala Lumpur, Malaysia.

GCBSS received a large number of abstracts for presentations, many of which were of a high quality. As a result, the selection panel had to make decisions with a considerable care. We are grateful to the authors for their enthusiasm, and to the reviewers for their painstaking work. Some of the accepted papers were selected for publishing in the *Global Journal of Business & Social Science Review*, an internationally refereed journal published by the *Global Academy of Training & Research*, the leading organizer of this conference.

The Conference provided a platform for sharing novel ideas and inspiring research outcomes of the academics from different countries, including the UK, Australia, Czech Republic, France, Finland, Poland, Malaysia, Iran, India, Indonesia, Nigeria, Pakistan, Sri Lanka, Vietnam, and the UAE. It was also attended by two prominent keynote speakers: Professor Danture Wickramasinghe, University of Glasgow, UK and Professor Gabriël A Moens, Curtin University, Australia – we are grateful to them for their invaluable contribution.

We hope this conference will contribute to a meaningful paradigm shifts in business and social science research, in general, and the delegates' career development, in particular.

Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

Guest Editors:

Professor Dr. Danture Wickramasinghe

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